LEO BURNETT COMPANY, *Inc.*

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Printed in U.S.A.

"Someone in this room is smoking Gauloises and I'm going to meet him"

Gauloises are as French as cigarettes can be—joyous, volatile, rich and emphatic. You know it when you smoke them and so does everyone around you. Gauloises are blended in France but are sold in America at American prices. Ask for Gauloises at cigarette counters, and don't give up easily. Not everyone carries them.

Ask for
"Goal-waz"

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